REMARKS

Consideration of this application, as preliminarily amended, is respectfully requested. Applicant thanks the Examiner for the interview conducted with Applicant's attorney on October 08, 2002.

Claims 1-76 are pending in the present application. Claims 1, 5, 9, 13, 17, 21, 25, 29, 33, 37, 41, 45, and 49 have been amended. Applicant respectfully submits that the amendments made herein do not add new matter.

Applicant submits that claims 1-76, as amended, are patentable and respectfully requests allowance of the claims. In addition, Applicant submits that claims 1-76 are also distinguishable over the references cited in the Final Office Action mailed on April 4, 2002, taken alone or in combination.

Independent claims 1, 9, 17, 25, 33, 41, and 49, as amended, recite, *inter alia*, at least one subcategory field being displayed concurrently with a category field in a display window, the at least one subcategory field containing a plurality of subcategory entries used to categorize an item in a computerized transaction, the subcategory entries being hierarchically related to a category entry of multiple category entries displayed in the category field.

Godin discloses a system and method for providing rapid feedback of a reverse auction process and for removing a user from the process once an indication to purchase has been received. Godin fails to teach or suggest at least

one subcategory field being displayed concurrently with a category field in a display window, the at least one subcategory field containing a plurality of subcategory entries used to categorize an item in a computerized transaction, the subcategory entries being hierarchically related to a category entry of multiple category entries displayed in the category field, as claimed in independent claims 1, 9, 17, 25, 33, 41, and 49, as amended.

Cupps does not remedy any of the deficiencies of Godin. Cupps teaches a system and method for providing an online ordering machine that manages distribution of home delivered products over a distributed computer system. The online ordering machine provides the customers with product information from various vendors in a particular delivery range or from vendors having take out service within a specified range from the customer's location.

Cupps fails to teach or suggest at least one subcategory field being displayed concurrently with a category field in a display window, the at least one subcategory field containing a plurality of subcategory entries used to categorize an item in a computerized transaction, the subcategory entries being hierarchically related to a category entry of multiple category entries displayed in the category field, as claimed in independent claims 1, 9, 17, 25, 33, 41, and 49, as amended.

The paragraphs and figures in Cupps that were cited in the Final Office Action lack the teaching or suggestion of the above limitation. For example,

Figures 3A through 3F, and corresponding description at col. 5 line 20 through col. 6 line 16, disclose at most an order database containing multiple tables, which store information related to customers, vendors, and received orders, in respective associated entries. The tables and associated entries are stored in the memory 118 of the online ordering machine 106 and are not displayed concurrently in a display window. *See* col. 4 line 60 though col. 5 line 4. Furthermore, Figure 10, and corresponding description, at col. 9 line 24-34, disclose a menu web page showing various types of items that a restaurant offers for delivery service, the menu web page being created in response to the customer's request. The menu items shown in Figure 10 are just products available for purchase in a specific category within the food ordering system (such as "Pesce Fresco," for example) and cannot be construed as a plurality of subcategory entries used to categorize an item in a computerized transaction. Furthermore, the menu items cannot be construed as subcategory entries being hierarchically related to a category entry of multiple category entries displayed in the category field.

Therefore, Applicant submits that Cupps fails to teach or suggest at least one subcategory field being displayed concurrently with a category field in a display window, the at least one subcategory field containing a plurality of subcategory entries used to categorize an item in a computerized transaction, the subcategory entries being hierarchically related to a category entry of multiple

category entries displayed in the category field, as claimed in independent claims 1, 9, 17, 25, 33, 41, and 49, as amended.

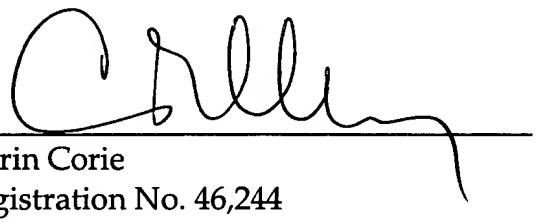
Therefore, Applicant submits that claims 1, 9, 17, 25, 33, 41, and 49, as amended, are distinguishable over Godin in view of Cupps, taken alone or in combination. Claims 2-8, 10-16, 18-24, 26-32, 34-40, 42-48, and 50-76, dependent directly or indirectly from independent claims 1, 9, 17, 25, 33, 41, and 49, are also distinguishable over Godin in view of Cupps, taken alone or in combination, at least for the same reasons as stated above.

If the Examiner believes a telephone interview would expedite the prosecution of this application, the Examiner is invited to contact Florin Corie at (408) 947-8200 x206. If there are any additional charges, please charge them to Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN

Dated: October 11, 2002



Florin Corie
Registration No. 46,244

12400 Wilshire Blvd.
Seventh Floor
Los Angeles, CA 90025-1026
(408) 947-8200

VERSION WITH MARKINGS TO SHOW CHANGES MADE

A marked up version of the claims is provided below.

Additions are indicated with "___" and deletions are indicated within "[ ]."

1. (Thrice Amended) A method [for facilitating] to facilitate category selection by a user in a computerized [auction,] transaction, said method comprising:

displaying a category field in a display window, said category field containing a plurality of category entries used to categorize an item in said computerized [auction,] transaction;

detecting selection of one category entry of said plurality of category entries in said category field; and

responsive to said detection of said selection of said one category entry, displaying at least one subcategory field in said display window, concurrently with said category field, said at least one subcategory field containing a plurality of subcategory entries used to categorize said item in said [auction] transaction, said plurality of subcategory entries [corresponding] being hierarchically related to said one category entry of said plurality of category entries within a category hierarchy data structure.

2. (Unchanged) The method according to claim 1, further comprising displaying a category number associated with said one category entry in said display window.

3. (Unchanged) The method according to claim 1, wherein said category field comprises twelve category entries in alphabetical order.

4. (Unchanged) The method according to claim 2, further comprising subsequently accessing said one category entry using said category number.

5. (Amended) The method according to claim 1, wherein said displaying at least one subcategory field further includes displaying a first subcategory field containing a plurality of first subcategory entries [corresponding] being hierarchically related to said one category entry of said plurality of category entries; displaying a second subcategory field containing a plurality of second subcategory entries [corresponding] being hierarchically related to a selected first subcategory entry of said plurality of first subcategory entries; and displaying a third subcategory field containing a plurality of third subcategory entries [corresponding] being hierarchically related to a selected second subcategory entry of said plurality of second subcategory entries.

6. (Unchanged) The method according to claim 1, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

7. (Unchanged) The method according to claim 6, wherein said at least one subcategory field is substantially adjacent to said category field.

8. (Unchanged) The method according to claim 6, wherein said category field and said at least one subcategory field are page mark-up language documents.

9. (Thrice Amended) A method [for facilitating] to facilitate category selection by a user in a computerized [auction,] transaction, said method comprising:

providing a plurality of category entries to be displayed for said user in a category field within a display window, said plurality of category entries being used to categorize an item in said computerized [auction] transaction;

detecting selection by said user of a category entry of said plurality of category entries; and

responsive to said detection of said selection of said category entry, providing a plurality of subcategory entries [corresponding] being hierarchically related to said selected category entry within a category hierarchy data structure, to be displayed for said user in at least one subcategory field within said display window, concurrently with said category field, said plurality of subcategory entries being used to categorize said item in said [auction] transaction.

10. (Unchanged) The method according to claim 9, further comprising providing a category number associated with said selected category entry to be displayed for said user in said display window.

11. (Unchanged) The method according to claim 9, wherein said category field comprises twelve category entries in alphabetical order.

12. (Unchanged) The method according to claim 10, further comprising subsequently detecting input of said category number from said user

and, responsive to said detection of said input, providing said associated category entry to be displayed for said user in said category field.

13. (Amended) The method according to claim 9, wherein said at least one subcategory field further comprises a first subcategory field containing a plurality of first subcategory entries [corresponding] being hierarchically related to said category entry of said plurality of category entries selected by said user; a second subcategory field containing a plurality of second subcategory entries [corresponding] being hierarchically related to a selected first subcategory entry of said plurality of first subcategory entries; and a third subcategory field containing a plurality of third subcategory entries [corresponding] being hierarchically related to a selected second subcategory entry of said plurality of second subcategory entries.

14. (Unchanged) The method according to claim 9, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

15. (Unchanged) The method according to claim 14, wherein said at least one subcategory field is substantially adjacent to said category field.

16. (Unchanged) The method according to claim 14, wherein said category field and said at least one subcategory field are page mark-up language documents.

17. (Thrice Amended) A computer readable medium containing executable instructions which, when executed in a processing system, cause said system to perform a method [for facilitating] to facilitate category selection by a user in a computerized [auction] transaction, said method comprising:

displaying a category field in a display window, said category field containing a plurality of category entries used to categorize an item in said computerized [auction] transaction;

detecting selection of one category entry of said plurality of category entries in said category field; and

responsive to said detection of said selection of said one category entry, displaying at least one subcategory field in said display window, concurrently with said category field, said at least one subcategory field containing a plurality of subcategory entries used to categorize said item in said [auction] transaction, said plurality of subcategory entries [corresponding] being hierarchically related to said one category entry of said plurality of category entries within a category hierarchy data structure.

18. (Unchanged) The computer readable medium according to claim 17, wherein said method further comprises displaying a category number associated with said one category in said display window.

19. (Unchanged) The computer readable medium according to claim 17, wherein said category field comprises twelve category entries in alphabetical order.

20. (Unchanged) The computer readable medium according to claim 18, wherein said method further comprises subsequently accessing said one category entry using said category number.

21. (Amended) The computer readable medium according to claim 17, wherein said displaying at least one subcategory field further includes displaying a first subcategory field containing a plurality of first subcategory entries [corresponding] being hierarchically related to said one category entry of said plurality of category entries; displaying a second subcategory field containing a plurality of second subcategory entries [corresponding] being hierarchically related to a selected first subcategory entry of said plurality of first subcategory entries; and displaying a third subcategory field containing a plurality of third subcategory entries [corresponding] being hierarchically related to a selected second subcategory entry of said plurality of second subcategory entries.

22. (Unchanged) The computer readable medium according to claim 17, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

23. (Unchanged) The computer readable medium according to claim 22, wherein said at least one subcategory field is substantially adjacent to said category field.

24. (Unchanged) The computer readable medium according to claim 22, wherein said category field and said at least one subcategory field are page mark-up language documents.

25. (Thrice Amended) A computer readable medium containing executable instructions which, when executed in a processing system, cause said system to perform a method [for facilitating] to facilitate category selection by a user in a computerized [auction] transaction, said method comprising:

providing a plurality of category entries to be displayed for said user in a category field within a display window, said plurality of category entries being used to categorize an item in said computerized [auction] transaction;

detecting selection by said user of a category entry of said plurality of category entries; and

responsive to said detection of said selection of said category entry, providing a plurality of subcategory entries [corresponding] being hierarchically related to said selected category entry within a category hierarchy data structure, to be displayed for said user in at least one subcategory field within said display window, concurrently with said category field, said plurality of subcategory entries being used to categorize said item in said [auction] transaction.

26. (Unchanged) The computer readable medium according to claim 25, wherein said method further comprises providing a category number associated with said selected category entry to be displayed for said user in said display window.

27. (Unchanged) The computer readable medium according to claim 25, wherein said category field comprises twelve category entries in alphabetical order.

28. (Unchanged) The computer readable medium according to claim 26, wherein said method further comprises subsequently detecting input of said category number from said user and, responsive to said detection of said input, providing said associated category entry to be displayed for said user in said category field.

29. (Amended) The computer readable medium according to claim 25, wherein said at least one subcategory field further comprises a first subcategory field containing a plurality of first subcategory entries [corresponding] <u>being hierarchically related</u> to said category entry of said plurality of category entries selected by said user; a second subcategory field containing a plurality of second subcategory entries [corresponding] <u>being hierarchically related</u> to a selected first subcategory entry of said plurality of first subcategory entries; and a third subcategory field containing a plurality of third subcategory entries [corresponding] <u>being hierarchically related</u> to a selected second subcategory entry of said plurality of second subcategory entries.

30. (Unchanged) The computer readable medium according to claim 25, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

31. (Unchanged) The computer readable medium according to claim 30, wherein said at least one subcategory field is substantially adjacent to said category field.

32. (Unchanged) The computer readable medium according to claim 30, wherein said category field and said at least one subcategory field are page mark-up language documents.

33. (Thrice Amended) An article of manufacture comprising a program storage medium readable by a computer and tangibly embodying at least one program of instructions executable by said computer to perform a method [for facilitating] to facilitate category selection by a user in a computerized [auction] transaction, said method comprising:

displaying a category field in a display window, said category field containing a plurality of category entries used to categorize an item in said computerized [auction] transaction;

detecting selection of one category entry of said plurality of category entries in said category field; and

responsive to said detection of said selection of said one category entry, displaying at least one subcategory field in said display window, concurrently with said category field, said at least one subcategory field containing a plurality of subcategory entries used to categorize said item in said [auction] transaction, said plurality of subcategory entries [corresponding] being hierarchically related to said one category entry of said plurality of category entries within a category hierarchy data structure.

34. (Unchanged) The article of manufacture according to claim 33, wherein said method further comprises displaying a category number associated with said one category entry in said display window.

35. (Unchanged) The article of manufacture according to claim 33, wherein said category field comprises twelve category entries in alphabetical order.

36. (Unchanged) The article of manufacture according to claim 34, wherein said method further comprises subsequently accessing said one category entry using said category number.

37. (Amended) The article of manufacture according to claim 33, wherein said displaying at least one subcategory field further includes displaying a first subcategory field containing a plurality of first subcategory entries [corresponding] <u>being hierarchically related</u> to said one category entry of said plurality of category entries; displaying a second subcategory field containing a plurality of second subcategory entries [corresponding] <u>being hierarchically related</u> to a selected first subcategory entry of said plurality of first subcategory entries; and displaying a third subcategory field containing a plurality of third subcategory entries [corresponding] <u>being hierarchically related</u> to a selected second subcategory entry of said plurality of second subcategory entries.

38. (Unchanged) The article of manufacture according to claim 33, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

39. (Unchanged) The article of manufacture according to claim 38, wherein said at least one subcategory field is substantially adjacent to said category field.

40. (Unchanged) The article of manufacture according to claim 38, wherein said category field and said at least one subcategory field are page mark-up language documents.

41. (Thrice Amended) An article of manufacture comprising a program storage medium readable by a computer and tangibly embodying at least one program of instructions executable by said computer to perform a method [for facilitating] to facilitate category selection by a user in a computerized [auction] transaction, said method comprising:

providing a plurality of category entries to be displayed for said user in a category field within a display window, said plurality of category entries being used to categorize an item in said computerized [auction] transaction;

detecting selection by said user of a category entry of said plurality of category entries selected by said user; and

responsive to said detection of said selection of said category entry, providing a plurality of subcategory entries [corresponding] being hierarchically related to said selected category entry within a category hierarchy data structure, to be displayed for said user in at least one subcategory field within said display

window, concurrently with said category field, said plurality of subcategory entries being used to categorize said item in said [auction] transaction.

42. (Unchanged) The article of manufacture according to claim 41, wherein said method further comprises providing a category number associated with said selected category entry to be displayed for said user in said display window.

43. (Unchanged) The article of manufacture according to claim 41, wherein said category field comprises twelve category entries in alphabetical order.

44. (Unchanged) The article of manufacture according to claim 42, wherein said method further comprises subsequently detecting input of said category number from said user and, responsive to said detection of said input, providing said associated category entry to be displayed for said user in said category field.

45. (Amended) The article of manufacture according to claim 41, wherein said at least one subcategory field further comprises a first subcategory field containing a plurality of first subcategory entries [corresponding] being hierarchically related to said category entry of said plurality of category entries selected by said user; a second subcategory field containing a plurality of second subcategory entries [corresponding] being hierarchically related to a selected first subcategory entry of said plurality of first subcategory entries; and a third subcategory field containing a plurality of third subcategory entries

[corresponding] being hierarchically related to a selected second subcategory entry of said plurality of second subcategory entries.

46. (Unchanged) The article of manufacture according to claim 41, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

47. (Unchanged) The article of manufacture according to claim 46, wherein said at least one subcategory field is substantially adjacent to said category field.

48. (Unchanged) The article of manufacture according to claim 46, wherein said category field and said at least one subcategory field are page mark-up language documents.

49. (Thrice Amended) A system [for facilitating] to facilitate category selection by a user in a computerized [auction] transaction, said system comprising:

a database; and

a server coupled to said database to provide a plurality of category entries to be displayed for said user in a category field within a display window, said plurality of category entries being used to categorize an item in said computerized [auction] transaction,

to detect selection of one category entry of said plurality of category entries by said user,

and, responsive to said detection of said selection of said one category entry, to determine whether said database contains a plurality of subcategory entries [corresponding] being hierarchically related to said one category entry within a category hierarchy data structure and being used to categorize said item in said computerized [auction] transaction and to provide said plurality of subcategory entries to be displayed for said user in at least one subcategory field within said display window concurrently with said category field.

50. (Unchanged) The system according to claim 49, wherein said server further provides a category number associated with said one category entry to be displayed in said display window.

51. (Unchanged) The system according to claim 49, wherein said category field comprises twelve category entries in alphabetical order.

52. (Unchanged) The system according to claim 50, wherein said server subsequently detects input of said category number and, responsive to said detection of said input, provides said one category entry associated with said category number to be displayed in said category field.

53. (Unchanged) The system according to claim 49, wherein said category field and said at least one subcategory field are contained in graphically distinct areas within said display window.

54. (Unchanged) The system according to claim 53, wherein said at least one subcategory field is substantially adjacent to said category field.

55. (Unchanged) The system according to claim 53, wherein said category field and said at least one subcategory field are page mark-up language documents.

56. (Unchanged) The method according to claim 1, further comprising:

detecting selection of at least one subcategory entry of said plurality of subcategory entries in said at least one subcategory field.

57. (Unchanged) The method according to claim 56, further comprising:

responsive to said detection of said selection of said at least one subcategory entry, displaying a category number associated with said one category entry and said at least one subcategory entry in said display window.

58. (Unchanged) The method according to claim 9, further comprising:

detecting selection by said user of at least one subcategory entry of said plurality of subcategory entries.

59. (Unchanged) The method according to claim 58, further comprising:

responsive to said detection of said selection of said at least one subcategory entry, providing a category number associated with said selected category entry and said at least one selected subcategory entry to be displayed for said user in said display window.

60. (Unchanged) The computer readable medium according to claim 17, wherein said method further comprises:

detecting selection of at least one subcategory entry of said plurality of subcategory entries in said at least one subcategory field.

61. (Unchanged) The computer readable medium according to claim 60, wherein said method further comprises:

responsive to said detection of said selection of said at least one subcategory entry, displaying a category number associated with said one category entry and said at least one subcategory entry in said display window.

62. (Unchanged) The computer readable medium according to claim 25, wherein said method further comprises:

detecting selection by said user of at least one subcategory entry of said plurality of subcategory entries.

63. (Unchanged) The computer readable medium according to claim 62, wherein said method further comprises:

responsive to said detection of said selection of said at least one subcategory entry, providing a category number associated with said selected category entry and said at least one selected subcategory entry to be displayed for said user in said display window.

64. (Unchanged) The article of manufacture according to claim 33, wherein said method further comprises:

detecting selection of at least one subcategory entry of said plurality of subcategory entries in said at least one subcategory field.

65. (Unchanged) The article of manufacture according to claim 64, wherein said method further comprises:

responsive to said detection of said selection of said at least one subcategory entry, displaying a category number associated with said one category entry and said at least one subcategory entry in said display window.

66. (Unchanged) The article of manufacture according to claim 41, wherein said method further comprises:

detecting selection by said user of at least one subcategory entry of said plurality of subcategory entries.

67. (Unchanged) The article of manufacture according to claim 66, wherein said method further comprises:

responsive to said detection of said selection of said at least one subcategory entry, providing a category number associated with said selected category entry and said at least one selected subcategory entry to be displayed for said user in said display window.

68. (Unchanged) The system according to claim 49, wherein said server further detects selection by said user of at least one subcategory entry of said plurality of subcategory entries.

69. (Unchanged) The system according to claim 68, wherein, responsive to said detection of said selection of said at least one subcategory entry, said server further provides a category number associated with said selected category entry and said at least one selected subcategory entry to be displayed for said user in said display window.

70. (Unchanged) The method according to claim 1, wherein displaying said at least one subcategory field further comprises:

maintaining said plurality of category entries in said category field within said display window; and

responsive to said detection of said selection of said one category entry, displaying said plurality of subcategory entries in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

71. (Unchanged) The method according to claim 9, wherein said plurality of category entries are maintained in said category field within said display window and said plurality of subcategory entries are displayed in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

72. (Unchanged) The computer readable medium according to claim 17, wherein displaying said at least one subcategory field further comprises:

maintaining said plurality of category entries in said category field within said display window; and

responsive to said detection of said selection of said one category entry, displaying said plurality of subcategory entries in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

73. (Unchanged) The computer readable medium according to claim 25, wherein said plurality of category entries are maintained in said category field within said display window and said plurality of subcategory entries are displayed in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

74. (Unchanged) The article of manufacture according to claim 33, wherein displaying said at least one subcategory field further comprises:

maintaining said plurality of category entries in said category field within said display window; and

responsive to said detection of said selection of said one category entry, displaying said plurality of subcategory entries in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

75. (Unchanged) The article of manufacture according to claim 41, wherein said plurality of category entries are maintained in said category field within said display window and said plurality of subcategory entries are displayed in said at least one subcategory field within said display window, concurrently with said plurality of category entries.

76. (Unchanged) The system according to claim 49, wherein said plurality of category entries are maintained in said category field within said display window and said plurality of subcategory entries are displayed in said at least one subcategory field within said display window, concurrently with said plurality of category entries.